GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1252
ANSWERED ON:07.12.2015
Special Tourism Package for NER
Misra Shri Pinaki;Sarmah Shri Ram Prasad

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any proposal to sanction Special Tourism Package for the North-Eastern region of the country;
(b) if so, the details thereof and if not, the reasons therefor; and
(c) the details of the number of tourists who visited the North-Eastern region during the last three years and current year?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): No, Madam. Development and promotion of tourism is primarily the responsibility of the State Governments/UT Administrations. However, Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for various tourism projects subject to availability of funds, inter-se priority, liquidation of pending utilization certificates against the funds released earlier and adherence to the relevant scheme guidelines. Further, the following initiatives are taken by the Government of India to promote tourism in North Eastern Region:

(i) Provision of complimentary space to the North Eastern States in India Pavilions set up at major International Travel Fairs and Exhibitions.

(ii) 100% central financial assistance for organizing fairs & festivals is allowed to the North Eastern States.
(iii) Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including the lesser known destinations which have tourism potential. The Ministry of Tourism undertakes special campaigns on NE Region on TV channels to promote tourism in the regions.
(iv) International Tourism Mart (ITM) is organized annually in the North Eastern States with the objective of showcasing the largely untapped tourism potential of North East region in the domestic and international markets. So far, Ministry of Tourism in association with North Eastern States and West Bengal has conducted four ITMs in the North East region.

The Ministry of Tourism has also launched following two new schemes pursuant to the Budget 2014-15 announcements.

(1) Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes.
(2) National Mission on Pilgrimage Rejuvenation and spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

Twelve theme based circuits i.e. North East Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit and Ramayana Circuit have been identified for development under "Swadesh Darshan".

Under PRASAD, thirteen cities have been identified namely Ajmer, Amritsar, Amravati, Dwarka, Gaya, Kedarnath, Kamakhaya, Kanchipuram, Mathura, Puri, Varanasi, Velankanni, and Patna.

Following projects have been sanctioned under Swadesh Darshan Scheme to North Eastern State under North East India Circuit during 2014-15 and 2015-16.

<pre> (Rs. in crore)
Sl. No Name of the projects Amt. Sanctioned
Arunachal Pradesh
2014-15
1. Bhalukpong-Bomdila-Tawang in Arunachal Pradesh 50.00
Manipur
2015-16
1. Development of Tourist Circuit in Manipur: Imphal-Moirang-Khongjom-Moreh 89.66
Sikkim
2015-16
1. Development of Tourist Circuit linking - Rangpo (entry) - Rorathang - Aritar - Phadamchen - Nathang - Sherathang - Tsongmo - Gangtok - Phodong - Mangan - Lachung - Yumthang - Lachen - Thangu - Gurudongmer - Mangan - Gangtok - Tumin Lingee - Singtam (exit) in Sikkim 98.05

Nagaland
2015-16
1. Development of Tribal Circuit Peren −Kohima-Wokha, Nagaland. 97.36
</pre>
(c): The total number of Domestic Tourist Visits (DTVs) and Foreign Tourists Visits (FTVs) to NER in last three years are as under:
<pre>
Year DTVs FTVs
2012 6478933 66302
2013 6677280 84820
2014 6889915 118552
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An overwhelming growth rate of about 40%in Foreign Tourists visits have been recorded in North Eastern region during 2014.

Figures of 2015 is not available.

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